

Kitsap County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 113	N = 4,096
Percent of Statewide Calls	3.3%	100.0%
Percent of State Population in County¹	3.9%	100.0%

	County %	State %
Gender	N = 111	N = 3,737
Female	64.9%	61.7%
Male	35.1%	38.3%
Race/Ethnicity	N = 100	N = 3,032
People of Color	10.0%	12.8%
White	90.0%	87.2%
Age	N = 110	N = 3,176
Less than 18 years old	2.7%	2.3%
18 - 24 years old	15.5%	16.2%
25 - 34 years old	27.3%	23.2%
35 - 44 years old	15.5%	27.0%
45 years and older	39.1%	31.4%
Education	N = 110	N = 3,209
Did not graduate high school	20.9%	19.8%
High school graduate	37.3%	33.3%
Some college/vocational school	31.8%	36.9%
College graduate	10.0%	10.0%
Caller Type	N = 106	N = 3,483
General Information	3.8%	10.6%
Health care provider	0.9%	3.4%
Tobacco user	95.3%	86.1%
Payer Type	N = 81	N = 2,167
Insured	37.0%	40.2%
Uninsured	33.3%	25.1%
Medicaid	29.6%	34.7%
Heard About	N = 101	N = 3,110
Past caller	12.9%	12.9%
Employer/worksites	0.0%	1.4%
Health care provider	18.8%	17.0%
Television	26.7%	23.9%
Outdoor advertisement (billboard/bus/wall)	2.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	4.0%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	2.0%	1.7%
Brochure/Newsletter	5.0%	5.2%
Family or friend	23.8%	21.5%
Health Department	2.0%	3.0%
School	3.0%	0.9%